



CALPEEK

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1994 GOVERNOR'S RACE: GARAMENDI ANNOUNCES.

Editor's note: By the time this issue of CALPEEK hits in Northern Calif., Insurance Comm. John Garamendi will be an official Demo candidate for Governor of Calif. Here is CALPEEK's update & analysis, with a look at some new data from the Field Poll...

...Despite the fact that he's officially in the race for governor, John Garamendi remains the **Rodney Dangerfield** of Calif. politics --- the guy who can't get any respect --- at least not from those surveyed in the latest Field Poll, taken Jan. 9-15 among 322 Demos, 275 GOPers and 100 other registered voters...

...When matched against his chief Demo rival, Treas. Kathleen Brown, Garamendi still trails in *double digits*, 45% to 30%, with 25% undecided. In the October Field Poll, Garamendi trailed Brown by a margin of 42% to 28%, with 30% undecided...

...And it's not that Garamendi isn't known. According to the data, Big John has 69% name ID. Brown, who doesn't hold a high profile office like Garamendi, has only 55% name ID. Garamendi sources think their candidate would have higher name ID if stories about the insurance commissioner's office were carried in the general news pages of the newspapers, as opposed to the *business section*, which is not as widely read...

...In terms of *image appraisal* of Brown and Garamendi, they're about equal among all voters, but among Demos, where it counts, Brown is somewhat better off. Among Demos, Garamendi has a 51% favorable to 18% unfavorable ratio, while Brown scores 52% favorable to 5% unfavorable...

...About the only time Garamendi is ahead of Brown is when they are matched against GOP Gov. Pete Wilson. Both are ahead of Calamity Pete, with Garamendi hol-

ding a 48% to 37% lead (11 pts.), while Brown is ahead by a margin of 46% to 38% (8 pts.)...

...While the Garamendi camp claims that these early polls don't mean too much, others disagree, saying that Garamendi's fundraising efforts are heavily impacted by such poll results. And keep in mind, Brown already has a huge warchest. But a better gauge of how Demos feel about this race will certainly set in by March. If Garamendi hasn't reduced Brown's 15 pt. lead by at least 7 pts., it could be all over, some sources suggest...

...FYI: The Garamendi campaign must be wondering what they have to do to get a break. In case you missed it, CBS-TV's "60 Minutes" show of Jan. 23rd did a sugary puff piece on Brown, which probably caused a severe case of *nausea* among many in the Garamendi camp. More Field Poll results next week. Stay tuned...

1994 ASSEMBLY RACES: TARGETS OF OPPORTUNITY.

Editor's note: This week CALPEEK begins its coverage of the 1994 Legislative & Congressional elections with a brief look at who the Demos & Republicans plan to target in the upcoming election. Next week we will cover the State Senate & U.S. House battles. The time frame for filing a *declaration of intent* begins Jan. 31 and concludes Feb. 9. We'll intensify our coverage once we know for sure who is running...

...When the Legislature began its current session in January of 1993, the lineup was 48 Demos & 32 Republicans. Today the lineup stands at 46 Demos, 33 Republicans and 1 vacancy --- the 79th A.D., which most sources say will remain in the Demo column...

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● **Targeted Demos** - In order for GOP Assembly Leader Jim Brulte to become Assembly Speaker, the GOP needs to pick up a net gain of 8 seats. Both Demo and GOP sources agree that the following Demo incumbents are *probably* going to be on the GOP hit list: Dede Alpert(75th AD); Julie Bornstein(80th AD); Betty Karnette(54th AD); Debra Bowen(53rd AD); Tom Connelly(77th AD); Bob Eppe(56th AD); and Margaret Snyder(25th AD). In the case of both Demos and GOP targets, the final determination as to whether an incumbent is targeted will depend on who the nominee/challenger will be. For the GOP to knock off Alpert, Bowen or Bornstein, for example, they will need very strong, well-funded candidates...

...In addition to these incumbents, sources expect the GOP Assembly leadership to target the following **open seats** where the incumbent Demo is NOT seeking reelection: 41st AD(Terry Friedman); 28th AD(Rusty Areias); 69th AD(Tom Umberg); 76th AD(Mike Gotch); 35th AD(Jack O'Connell); and 30th AD(Jim Costa). And it is these open seats where sources expect the GOP to put forth their strongest efforts...

● **Targeted Republicans** - The hit list of incumbents includes: Bruce McPherson(27th AD); Pat Nolan(43rd AD); Bill Hoge(44th AD); and perhaps Ted Weggeland(64th AD). Again, the key is finding the appropriate opponent. For example, McPherson should be ok if the Demos fail to recruit a solid challenger, even though the district has a Demo registration edge...

...**Open seat** targets include the 17th AD(Dean Andal) and the 24th AD(Chuck Quackenbush)...

...FYI: Demo Assemblyman Terry Friedman of West L.A. has announced he will not seek reelection, but will run for an L.A. Co. Superior Court judgeship. So there is now a scramble among Westside Demos. Among those looking are: Darius Anderson, a former CDP finance director; attorney Edward Tabash; former Santa Monica Councilman Dennis Zane; attorney Bill Rothbart; and attorney Sheila Kuehl. Stay tuned...

CONSULTANTS — SEND IN YOUR 1994 CLIENT LIST
To make it easier to cover all the races in 1994, it would be appreciated if campaign consultants & other campaign professionals would mail or FAX (310)657-4340 your client lists to CALPEEK as soon as possible. Thanks very much...

1994: UPDATE ON RUN FOR STATEWIDE OFFICES
Editor's note: Here are a few items of interest regarding the 1994 June primary...

● **Treasurer** - Former CDP Chair Phil Angelides officially kicked off his campaign Jan. 26th for the Demo Party's nomination with a 10-city, 3-day announcement tour. Stops included Sacto, L.A., Riverside, San Jose, Santa Cruz, Monterey, Salinas, Bakersfield, Hanford and Fresno. Still no word on a major consultant for the campaign...

● **Controller** - Sources report some *turnover* inside the Demo campaign of Assemblyman Rusty Areias. As CALPEEK reported last week, the Areias campaign replaced finance director Charlie Sena with Suone Cotner. The Areias camp confirms that Sena is now totally OUT. Sources say that Sena had resigned last September, only to withdraw his resignation at the personal request of Areias. Cmp. mgr. Barry Wyatt told CALPEEK that Sena wasn't right for this job. Also OUT is Evan/McDonough, the highly respected polling firm. Sources say E/Mc resigned from the Areias campaign because of difficulties in getting answers from Wyatt about their role in the campaign. Wyatt said E/Mc never had a contract with the Areias campaign, despite the fact that the Areias campaign used polling data supplied by E/Mc in a campaign brochure. Wyatt says the E/Mc flap was the result of a total misunderstanding between the two parties. E/Mc was immediately hired by the campaign of Alameda Co. Sup. Don Perata(D). In addition to E/Mc, Perata has hired media consultant Paul Kinney and field ops consultant Larry Tramutola. Also aboard the Perata team is the DC-based Campaign Design Group...

...Clarification: Kevin Spillane says his firm, The Stonecreek Group, was not hired by GOP controller candidate John Morris to do opposition research, but for strategy, communications & issues research...

● **Attorney General** - Demo Assemblyman Tom Umberg has hired the Clinton Reilly Campaign Group to handle his primary. Also hired was the polling firm of Evans/McDonough. George Urch will handle daily mgt. Campaign HQ is at (714)748-7756...

● **Secretary of State** - Demo Assemblywoman Gwen Moore of L.A. officially announced for this office on

Jan. 26. AA Gregg Cook is aboard as daily mgr. in Moore's Sacto campaign HQ (916)443-6880. Cook says the campaign will release names of consultants in about a week, but CALPEEK sources say Moore has hired Evans/McDonough to handle polling and Cerrell Associates as news media consultants...

...On the GOP side, Assemblyman Bill Jones of Fresno has hired Joe Shumate, who has resigned from the Governor's staff and has reopened his campaign management firm...

CA INITIATIVE UPDATE: TOBACCO & RESTAURANT INTERESTS PUSH BAN ON ANTI-SMOKING LAWS.

Editor's note: The CA Sec. of State's office has given the okay for 3 new initiatives to begin collecting signatures for the November ballot. But the BIG news is that Philip Morris U.S.A. and some L.A. restaurants have submitted an initiative to the AG's office which would ban local government from enacting tough anti-smoking laws. Here's our update...

- **Smoking Wars** - It's called the Uniform Tobacco Control Act by its proponents, but this proposed statute doesn't have an official title & summary as yet. The plan was submitted to the AG on Jan. 18. The key part of this proposal bans local government from enacting tough anti-smoking laws, but does impose some regulations --- although not as tough as some of the local laws now on the books. The proponent of this measure is L.A. restaurant owner Donna Maret-Fahrenholtz. The L.A.-based Dolphin Group has been hired as campaign consultants. This is the same firm which has been helping an L.A. restaurant group called the L.A. Hospitality Coalition to fight the L.A. City anti-smoking law. Sources say the Statewide drive to collect signatures will be headed by Mike Arno's firm, American Petition Consultants, but that's not final. Also aboard is the law firm of Nielsen Merk-samer et al, who drafted the initiative language. Sources familiar with this kind of drive note that it will be "difficult, but not impossible" to qualify this proposal given the short time frame. The AG's office has 45 days for the Title & Summary process, leaving proponents about 55 days to collect 650,000 names. To make the November 1994 ballot, names have to be submitted by at least April 22nd to give the county registrars time to count & verify...

- **"School Vouchers. State Funding of Private Schools,"** is the official title of the 2nd voucher

initiative given the okay to collect signatures. The backers of this measure are Stephen D. Sugarman (510) 654-0588, Alan Bonsteel (510)735-9060; Terry Moe (415)4494-8020; John E. Coons (415)848-4286; and Carlos Bonillo of Stockton, who is the author of the 1st voucher initiative now in circulation. Official deadline for submitting signatures is June 13...

- **"Vouchers. Education. State Funding of Private Schools,"** is the 3rd initiative dealing with vouchers. The proponent is Deborah Wright of Oakland (510)399-0774. Deadline for submitting signatures is June 13...

- **"Health Services. Taxes,"** is the official title of a constitutional amendment by Krista Farey and Vishwanath R. Lingappa, both of S.F. This proposal calls for an elected health commissioner; creation of a Health Security Fund; taxes on employers & individuals; and a surtaxes on tobacco products. Deadline for submitting signatures is June 13. Stay tuned...

COUNTY SUPES RACES: MORE CONTESTS.

Editor's note: Here is the 3rd in a series of stories about CA County Supervisor races taking place in June & November...

- **Ventura** - Another incumbent supervisor who has decided to retire is Maria Vanderkolk. But unlike most of other incumbents, Vanderkolk is a 1-term. Incumbent Sup. Vicky Howard, who is serving as board chair this year, will seek reelection...

- **Sacramento** - As insiders had predicted, consumer attorney Roger Dickinson defeated Sacto Councilwoman Heather Fargo in a Jan. 25 special to fill out the unexpired term of Grantland Johnson. Dickinson got 55.4% to Fargo's 44.6%, with only an 11% voter turnout. A nice win for consultant Paul Kinney. Dickinson has to run again in June...

- **Marin** - Incumbent Sup. Brady Bevis will not seek reelection. Although we don't have the final lineup, CALPEEK sources say 4 of the 5 members of the Novato council will run for Bevis' job. All are what you'd call no-to-slow growth advocates. Incumbent Bob Roumiguere will seek reelection...

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● **Contra Costa** - An update from last week. In what shocked some sources, incumbent Sup. Tom Powers announced he will NOT seek another term...

● **Butte** - Both incumbent supervisors Jane Dolan and Mary Anne Houx will seek reelection...

● **San Mateo** - Newly elected Sup. Ted Lempert will seek reelection to a full term on the board, as will veteran incumbent Tom Huening, who has hired consultant Bryan Godbe to oversee his campaign...

● **Alameda** - Incumbent Sup. Gail Steele will seek another term, but Don Perata will not because he is running for Controller in the Demo primary. Lining up for Perata's seat are Oakland School Bd. member Wilma Chan, business exec. Craig Bettencourt and Paul Nahm...

CALPEEK's ETCETERA: POLITICAL SHORT TAKES.

Editor's note: Here are a few political items worth noting...

● **Roberti Recall Qualifies** - No big shock, but the recall of State Sen. David Roberti(D-Van Nuys) has qualified. No date set just yet, but most sources are betting on April 12th --- a date when many cities around Calif. have regularly scheduled elections. Recall proponents collected 21,084 valid signatures, out of 46,000 turned in. The Roberti campaign against the recall has hired fundraising consultant Jill Barad. Working both the recall & Roberti's campaign for treasurer will be Stacy Walters as communications director; and Jamie Slaughter as a campaign coordinator...

● **"3 Strikes" Bills Clear Key Test** - The Assembly W&M Cmt. has voted out 6 versions of the "3 Strikes" anti-crime bill to keep violent felons behind bars, including a bill identical to the original initiative. Sources say the Legislature will place all 6 bills on Gov. Pete Wilson's desk and let him decide which one to sign...

● **U.S. Rep. Edwards Retires** - The dean of the Calif. congressional delegation, U.S. Rep. Don Edwards(D-San Jose), has announced his retirement at the end of this session of congress. He was first elected in 1962 and is the 2nd ranking Demo on the House Judiciary Cmt. A few names have surfaced as possible successors, including former San Jose Mayor Tom Mc

Enery; Assemblyman John Vasconcellos; and San Jose Councilwoman Blanca Alvarado...

● **79th A.D. Special** - Gov. Wilson has called a special election on April 12th to replace former Assemblyman Steve Peace(D-Chula Vista), who was just elected to the State Senate. This is a heavy Demo registration district so GOPers need not apply. Among the Demos running are David Valladolid, a consultant to Assembly Speaker Willie Brown; Chula Vista Mayor Tim Nader; community college trustee Denise Ducheny; and Black newspaper publisher John Warren. Valladolid has hired Lisa Fisher as his daily mgr. and Richard Ybarra as his consultant...

POLICE CHIEF WILLIAMS TO ADDRESS WOMEN FOR

L.A.P.D. Chief Willie Williams will address members of Women For, 11:30 a.m., Feb. 3, at the Village Lutheran Church of Westwood. The meeting is open to the public. For info (310)657-7411...

NEW JOBS, ADDRESSES AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook...

● A sad & tragic note: Dr. Steve Sierra, husband of Demo Assemblywoman Jackie Speier of San Mateo, was killed in an auto accident Jan. 25. R.I.P...

● Savvy pa/financial relations exec. Bill Dombrowski has been elected president of the CA Retailers Assn. He succeeds Leslie Howe, who will now serve as a consultant to the CRA. Prior to this new job with the CRA, Dombrowski was a vp of pa with Carter Hawley Hale Stores...

● The So. Calif. Political Science Assn. will honor retiring USC Prof. John Schmidhauser at a dinner on Feb. 4, beginning at 6 p.m. at the USC Faculty Center. For info, call Dr. Stan Moore at (310)456-4377...

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